

Message Text

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SUBJECT: COUNTRY COMMERCIAL PROGRAM - KOREA, THIRD QUARTER FY-77

CCP FOR KOREA, FY 77

1. ALL CCP CAMPAIGN TARGETS FOR KOREA WERE MET DURING THE THIRD QUARTER OF FY 77 WITH THE FOLLOWING EXCEPTIONS:
CAMPAIGN ONE, ELECTRONIC COMPONENTS: THE ANTICIPATED NUMBER OF TRADE OPPORTUNITIES HAS NOT BEEN OBTAINED.
CAMPAIGN TWO, METALWORKING AND FINISHING EQUIPMENT: THE SECTORIAL ANALYSIS WILL BE UPDATED AS PART OF THE BEST PROSPECTS LIST; THE NUMBER OF BSPS HAS BEEN ONE LESS THAN PLANNED.
CAMPAIGN THREE, PROCESS CONTROL INSTRUMENTATION: THE NUMBER OF TRADE OPPORTUNITIES SUBMITTED HAS BEEN LESS THAN PLANNED. THERE HAS BEEN INSUFFICIENT INTEREST ON THE PART OF POTENTIAL PARTICIPANTS TO WARRANT THE EXPENSE AND TIME INVOLVED IN MOUNTING TECHNICAL SEMINARS. THE PURPOSE OF THE SEMINARS HAS BEEN SERVED BY SEVERAL TECHNICAL PRESENTATIONS GIVEN DURING BSP EXHIBITIONS.
CAMPAIGN FOUR, COMPUTERS AND BUSINESS SYSTEMS: THE SEMINARS AND PRODUCT DISPLAYS ENVISIONED IN ACTION ONE HAVE BEEN PRESENTED IN SEOUL ONLY, AS THERE IS INSUFFICIENT INTEREST AMONG POTENTIAL PARTICIPANTS AND EXHIBITORS TO JUSTIFY CONDUCTING THESE ACTIVITIES IN PUSAN. THIRD QUARTER ACTIVITIES
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SHOULD BRING US UP TO PAR FOR THE YEAR ON THE NUMBER OF BSPS AND SALES LEADS, WHICH ARE NOW BEHIND THE LEVELS PROJECTED IN THE CCP. THE MARKET RESEARCH UPDATE WILL BE DONE AS PART OF THE BEST PROSPECTS REPORT. THE NUMBER OF TRADE OPPORTUNITIES IS LOWER THAN ANTICIPATED.
CAMPAIGN FIVE, ENERGY SYSTEMS: THE NUMBER OF TRADE OPPORTUNITIES IS LOWER THAN ANTICIPATED BECAUSE THERE ARE ONLY TWO OR THREE

CURRENT PROJECTS IN THIS AREA. ON AVERAGE, SIX OR SEVEN U.S. FIRMS ARE ASSISTED IN EACH WEEK IN MAKING APPROPRIATE BUSINESS CONTACTS.

2. NON-CAMPAIGN ACTIVITIES:

REPFIND: FOURTEEN FIRMS PARTICIPATED IN REPFIND DURING THE THIRD QUARTER, SHARING IN FORTY SALES LEADS AND REPORTING \$400,000 IN IMMEDIATE SALES AND \$2.25 MILLION IN 12 MONTH PROJECTED SALES.

TRADE MISSIONS: THREE TRADE MISSIONS VISITED SEOUL DURING THE THIRD QUARTER, REPRESENTING THE STATES OF OHIO AND ILLINOIS, AND THE NMTBA. THE 133 HIGH QUALITY SALES LEADS GENERATED IMMEDIATE SALES OF MORE THAN \$7 MILLION AND PROJECTED 12 MONTH SALES OF ALMOST \$21 MILLION.

TECHNICAL SEMINAR: THE FLUID POWER SEMINAR/MISSION DREW 291 REGISTERED VISITORS AND RESULTED IN 89 SALES LEADS AND A 12 MONTH PROJECTION OF \$157,000.

BSPS: NINE BSPS WERE HELD DURING THE THIRD QUARTER IN WHICH TEN U.S. FIRMS PARTICIPATED. THE 2300 VISITORS, 1500 OF WHOM WERE REGISTERED, RESULTED IN OVER 500 SALES LEADS, \$700,000 IN IMMEDIATE SALES AND 12 MONTH PROJECTED SALES OF OVER \$2 MILLION. IN TOTAL, THERE WERE 18 TRADE CENTER PROMOTIONAL EVENTS DURING THE THIRD QUARTER, WITH 50 PARTICIPANTS REPRESENTING 55 U.S. FIRMS. THESE EVENTS ATTRACTED 3,541 VISITORS, OF WHOM 2,278 WERE REGISTERED, AND PRODUCED 836 SALES LEADS. OFF THE FLOOR UNCLASSIFIED

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SALES WERE \$8.1 MILLION AND 12 MONTH PROJECTIONS TOTALLED \$26;1 MILLION.

MARKET RESEARCH: TWO IN-HOUSE GLOBAL MARKET SURVEYS WERE SUBMITTED DURING THE THIRD QUARTER, ELECTRONIC COMPONENTS AND ASSEMBLIES, AND ELECTRONIC INDUSTRY PRODUCTION AND TEST EQUIPMENT.

MAJOR PROJECTS: SIX NEW MAJOR PROJECT EARLY WARNING REPORTS AND FOUR UPDATE REPORTS WERE SUBMITTED DURING THE QUARTER. THE NEW PROJECTS WERE: MAJOR COMPONENTS FOR KNR'S DIESEL ELECTRIC LOCOMOTIVES, \$35.5 MILLION; IBRD FOURTH EDUCATIONAL LOAN FOR VOCATIONAL TRAINING CENTERS, \$23 MILLION; EXPANSION OF INDUSTRIAL PRODUCTS EQUIPMENT FOR THE NATIONAL INDUSTRIAL RESEARCH INSTITUTE, \$17 MILLION; OKSEO AREA DEVELOPMENT, \$60 MILLION; LICENSING/ INVESTMENT OPPORTUNITIES FOR U.S. ENGINEERING/CONSTRUCTION FIRMS; AND THE DAELIM INDUSTRIAL CO. PROJECT.

3. ALL IN ALL WE ARE SATISFIED WITH THE MANNER IN WHICH CCP GOALS ARE BEING MET, WITH THE EXCEPTION OF THE NUMBER OF CAMPAIGN AREA TRADE OPPORTUNITIES, WHERE THERE IS LITTLE CHANCE THAT THE YEAR END TARGETS WILL BE MET. IN RETROSPECT WE FEEL THE GOALS WERE SET TOO HIGH AND ARE NOW REVIEWING THE FY 78 CCP FOR POSSIBLE REVISION OF TARGET NUMBER OF TO'S. GIVEN THE

SUCCESS OF OTHER PROMOTIONAL ACTIVITIES WE BELIEVE THAT THE
SHORTFALL IN THIS ONE AREA WILL HAVE NO ADVERSE EFFECT ON THE
OVERALL CAMPAIGNS INVOLVED.
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